



9%

have experienced cyberbullying

33%

contacted or possibly approached by
a stranger

37%

spend 16+ hours per week on
social media

INTERNET ACCESS AND CONNECTIVITY

HOW DO YOU CONNECT?

95

internet at home

95%

connect via WiFi at home

14%

use mobile data at home

33%

use mobile outside home

TOP DEVICES USED TO CONNECT TO THE INTERNET

72%

smartphone (56)

28%

laptop/netbook (21)

33%

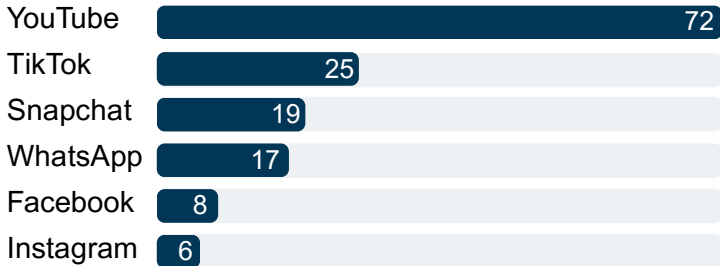
tablet (26)

21%

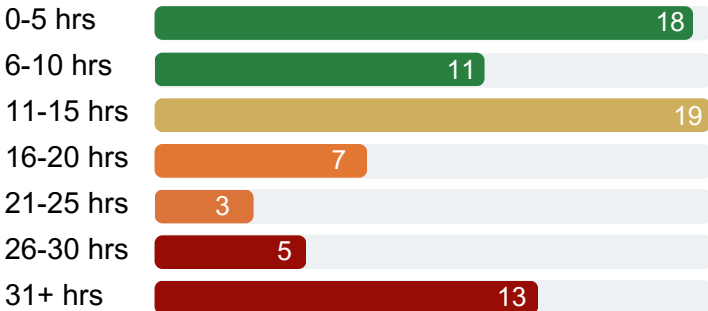
playstation (16)

SOCIAL MEDIA

TOP PLATFORMS AND APPS USED



HOURS ON SOCIAL MEDIA PER WEEK



⚠ 37% spend 16+ hours per week on social media

ONLINE SAFETY & WELLBEING

CYBERBULLYING

9%

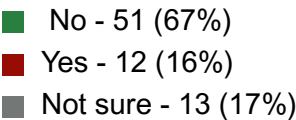
Have been
cyberbullied

7%

Cyberbullied
someone

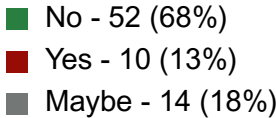
⚠ 7 reported being a victim of
cyberbullying. 5 admitted to
cyberbullying others.

CONTACT FROM STRANGERS ONLINE



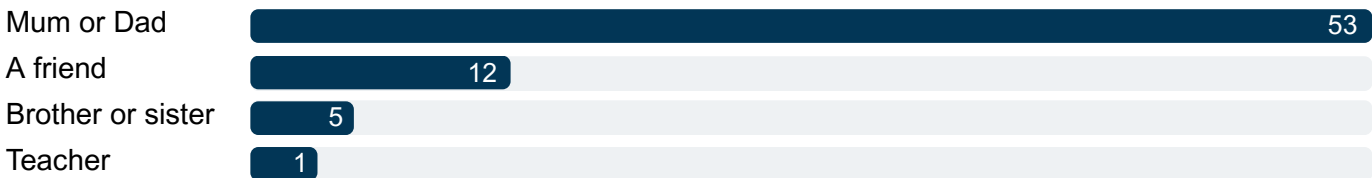
⚠ 33% have been or may have been
approached by a stranger

UNCOMFORTABLE CONTENT ONLINE



⚠ Only 42% who saw upsetting
content told someone

IF WORRIED OR UNCOMFORTABLE ONLINE - WHO WOULD THEY TURN TO?



70%
would
speak
to a
parent



ONLINE SAFETY & WELLBEING

HOURS SPENT GAMING PER WEEK



⚠ 25% game 16+ hours per week

MOST POPULAR GAMING DAYS



TOP GAMES PLAYED



43%
play with strangers

18%
chat with strangers via games

AWARENESS OF NEGATIVE EFFECTS & TOP CONCERNS IDENTIFIED

38%
aware of negative effects

22%
not aware of risks

TOP NEGATIVE EFFECTS IDENTIFIED BY RESPONDENTS

Tiredness
24

Sleeplessness
28

Lower Attention
Span
22

Lower Grades at
School
24

Anxiety
11

Moodiness
24

Key Takeaways

Nearly 1 in 11 primary pupils have experienced cyberbullying

33% connect to the internet outside the home using mobile data

70% would speak to a parent if worried about something online

33% have been or may have been approached by strangers online

Only 42% spoke to someone after seeing upsetting content

38% are not yet aware of the negative effects of social media